

## **Retail / Shopping Center Marketing Ideas**

1. Economic Development Marketing Assistance – Send us your news stories – event announcements, grand opening information, awards, etc. – to be posted on our website, Social Media websites, Citizen News, and in our monthly E-Newsletter.
2. Keep It In York County – List your business for free on York County’s Buy Local website. Any business with a current York County business license is eligible to receive a free listing (includes business name, address, phone number, web address, and the option of uploading a logo, 3 pictures, coupons/special offers, and upcoming events). Visit [www.KeepItInYorkCounty.com](http://www.KeepItInYorkCounty.com) for more information.
3. Chamber Business-After-Hours - (York County, Williamsburg, and/or Peninsula Chambers) Host a BAH at your location offering refreshments and gift card giveaways.
4. Grand Opening Events – Host a grand opening celebration if you are a new business. Invite media, public, even radio stations. York County can help with certain event arrangements. See the Grand Opening Guide at [www.yesyorkcounty.com](http://www.yesyorkcounty.com) for details.
5. Sports Complex Marketing – Businesses may sponsor the fields at the York County Sports Complex for a nominal fee. Contact
6. Recycling Perks Program – Businesses can advertise to York County residents for free through TFC Recycling as part of their Recycling Perks program. Visit [www.recyclingperks.com](http://www.recyclingperks.com) for details.
7. Employee Discount Days - Given on selected days to local government employees, or all government employees and/or large private local employers, i.e. AB InBev; Philip Morris; NWS, etc. and advertise it through HR and MWR departments.
8. Social Media – Take advantage of free advertising and word of mouth by utilizing Facebook, Twitter, Linked In, etc. Offer coupons for “followers.”
9. Coupon Websites – Post coupons on websites dedicated to sharing coupons, such as [www.retailmenot.com](http://www.retailmenot.com) or [www.coupons.com](http://www.coupons.com), [www.groupon.com](http://www.groupon.com), [www.restaurants.com](http://www.restaurants.com), [www.livingsocial.com](http://www.livingsocial.com), etc.
10. Live Radio Day Remote/Promotion - Held in parking lot with food, drinks, kids games, free giveaways. Shopping receipts may be turned in for raffle tickets for gift card drawing. Do a series of these with local stations - various events promoting different areas/stores.

11. Ladies Day - Free makeovers @ makeup counters. Spa treatments on site (i.e. free 5 minute foot or neck massage + coupon for discount @ the spa who works the event). Would be good advertising for spa. Discount on “girl” merchandise at all stores.
12. Back to School day(s) - Sport physicals offered for all localities. \$5 physicals in the parking lot for children going back to school who need PE forms filled. Local school bands/moon bounce/ice cream.
13. Golf Tournament Sponsors – Consider sponsoring a local charitable golf tournament.
14. Public Raffle - Sponsor raffle for \$500, open to the public. Advertise it on radio. Example: For each receipt turned in or for each \$\_\_\_ you spend you get 1 ticket.
15. Radio stations - Offer extra shopping discounts to employees for free advertising.
16. Battle of the Restaurants/Food Tasting – Various restaurants offer discounts (or free items) with proof of purchase. Or onsite Cook-Off contest.
13. Senior Day – Host a health day with blood pressure checks, senior discounts, etc. Advertise to retirement living facilities.
14. Health Series - Host health seminars and screenings for seniors, including Medicare info and updates.
15. The Real Santa - (like old Miller & Roads) – Could be a colonial Christmas, craft for kids, store window decorations. Make it a Christmas destination. Fashion shows, tea room, Rudolph cake, Coleman’s nursery type displays, etc.
16. Benefit Walk – Host or sponsor a Breast cancer walk/run in parking lot.
17. Coupon Mailings - Obtain various local mailing lists, send out coupons.
18. Tiered Spending Deals - i.e. every \$10,000 spent the business buys a computer for a local school, etc. coordinate with the PTA for maximum press coverage.
19. Car Wash - Provide materials for car wash that raises \$\$\$ for local school or charity.
20. Gas-saving Tips Workshop – Hold in parking lot, in conjunction with local car dealers.
21. BBQ Competition - Sponsor BBQ competition with local restaurants.
22. Reenactments - Sponsor a satire of historical reenactment or battle.
23. Chalk Fair/Competition - Set up chalk drawing competition in the parking lot with a prize from store(s).

24. Senior Walk - Work with local church to help out, coordinate a senior walk “in the mall.”
25. Rock Wall—rock climbing competition.
26. Dog Athletic Competition - Work with local veterinarian or humane society to promote a dog athletic competition.
27. Puppet Theatre - Summer puppet theatre for the kids.
28. Strolling Entertainers - Host strolling entertainers during busy times, holidays, etc. - good impression, makes folks want to come back.
29. Children's activities - free balloon animals, face painting on weekends, holidays. Spreads good word of mouth and promotes family friendly atmosphere.
30. Coupon Book - Develop a coupon book for shopping center (similar to the outlets, etc.) - could be distributed to bus groups and/or individuals if so desired. Or participate in existing coupon book opportunities in the community.
31. Join Local Chambers - advertise in Outlook or YCCC Email blasts promoting events and happenings.
32. Holiday Shopping Charity Event - Closed to public. Ticketed event from 9 pm - 12 am - entertainment, coupons, refreshments, portion of the sales support a charity.
33. Brochure or Rack Card - Develop a brochure or rack card and/or event flyers promoting happenings - distribute at area businesses, brochure distribution companies (hotels, timeshares, AAA offices, Military Bases).
34. Press Releases - Develop a "story idea" list and designate someone to develop press releases to generate positive press
35. Develop Partnerships with area Timeshares and Hotels - (Wyndham and Great Wolf Lodge have in-room directories that you can advertise in that are very reasonable. They, in turn, promote their advertisers to their guests). Local timeshares give-away gift certificates in their gifting department for folks that take the timeshare tours. (Wyndham (3 properties - Kingsgate, Patriot's Place and Governor's Green), Kings Creek, Powhatan, Greensprings, Marriott Manor, Westgate and Colonial Crossing).
36. Advertise - in tourism publications (visitor guides) and/or the local papers with special events, etc.
37. Sponsorships – Sponsor local non-profit, social, civic, youth sports, or similar type organization. In return, sponsors typically receive positive publicity and advertisements or logos on websites, collateral marketing pieces, uniforms, etc.

\*Notes: The above items are meant only as marketing ideas and are in no way endorsed by York County, nor are the businesses listed herein.  
Various County permits may or may not be required for some of the above listed events.